



## Senior Communications & Public Relations Strategist

December 2018

*Senior Communications & Public Relations Strategist* manages and grows key client relationships. They are responsible for the success of her projects and the client's satisfaction. As a strategist, they are able to think conceptually and analytically; aligning project goals to the solutions developed with and by their teams and providing client direction and communications leadership. They are on the front line of Emspace + Lovgren and are therefore responsible for the quality and caliber of our solutions, execution and reputation. Senior Communications & Public Relations Strategists are responsible for the budgets and profitability of projects, following appropriate process protocol throughout each project. Strategists are empowered to make decisions that will strengthen and benefit clients, client relationships, the team and the organization.

### **Education**

Minimum BA required  
MA, APR a plus

### **Experience**

Strong public relations and communications background (5+ years); Strong writing skills and familiarity with online, social, video and traditional media; Experienced in the development of strategic plans and preparing creative briefs; Able to define and manage dynamic content; Good contacts in key areas; comfortable and experienced working in and leading teams; Has worked in a variety of settings; Able to develop and maintain client relationships.

### **Important Attributes**

Strategic, creative and able to lead; Interested in going deeper into issues and defining opportunities; Detail-oriented, organized, able to multi-task; Able to work in a variety of situations with a variety of personalities; Cool under pressure, can handle sensitive situations with grace and professionalism; Positive attitude, able to energize teammates; Willing to push for the best solution; Good follow-through; Sees opportunities and is able to leverage them for the good of the organization/client; Well-connected.

### **Primary Responsibilities**

Manage client relationships; Defines client goals and expectations; Develops strategic plans and frames up projects; Secures budget approval; Provides creative briefs and communicates strategic objectives to clients and team members; Manages timelines internally and externally; Responsible for the quality and effectiveness of solutions; Responsible for the success of the execution and the satisfaction of the client; Responsible for ongoing

and proactive communication with clients; Able to navigate alongside other strategists for a variety of clients; Monitors, tracks and reports on client activity and results.

**Secondary Responsibilities** Identifies opportunities for the organization and leverages current relationships; Participates in preparation for awards entries for her projects; Provides support to Emspace clients as necessary (through other strategists); Provides insight and advice to team and president; Works with office manager to ensure billing systems work for clients; Participates in the success of the organization by attending events; Represent Emspace in the community.

**Requirements**

- BA degree and at least 5 years of experience working on integrated campaigns, including traditional, nontraditional/digital campaigns and website launches
- Understand creative development workflow for online, print and media disciplines
- Strong verbal, writing and presentation skills
- Strong social media understanding
- Organized, proactive and multi-tasker
- Able to solve problems creatively
- Is flexible: Will quickly and easily adapt to changing mandates, priorities and circumstances
- Is resilient
- Possesses a “make it work” mentality
- Proven track record as a collaborative, generous team player; readily shares ideas but also can happily build on others’ ideas
- Is passionate about breaking new ground – new technology, new channels, new opportunities
- Is able to manage time appropriately and meet aggressive deadlines
- Has managed production budgets effectively
- Takes pride in the work of the agency
- Takes personal responsibility for quality processes and outcomes
- Is committed to helping the agency grow
- Familiarity with Microsoft Office Suite required
- Familiarity project management system a plus

Labor Status: This is a professional position

Supervisory Responsibilities: Must interface with and manage teams, may serve as a mentor to other teammates

Reports to: President